

MEDIA RELEASE

For immediate release

6th September 2012**JUMBUCK ANNOUNCES STRATEGIC RESTRUCTURING TO REDUCE COSTS, FOCUS ON GROWTH OPPORTUNITIES IN NEXT-GENERATION MOBILE SOCIAL MEDIA**

- *Re-alignment of resources streamlines business and reduces current operating costs*
- *Long-term strategic focus on private branded social networks and solutions for social media risk mitigation*

MELBOURNE, Australia – 6th September, 2012 – Jumbuck Entertainment, a leader in premium mobile applications, today announced a restructuring of its operations that will allow it to better align its resources around leveraging the company's recent traction in high-growth market segments. The organisational changes will also result in a greater than 26% reduction in operating costs, largely through a reduction in staff and other resources currently supporting Jumbuck's traditional mobile carrier-based chat business lines. These revenue-generating products will continue to be supported while the company consolidates and streamlines its consumer-chat portfolio.

Jumbuck's go-forward strategy is now focused squarely on opportunities to deploy its technology in the rapidly evolving social media arena. It will leverage its considerable expertise in this area to deliver solutions that mitigate the growing legal and branding risks that the ubiquitous use of social media presents to companies and individuals, as well as provide compelling, interactive platforms to proactively enhance clients' mobile marketing, customer engagement and monetisation programmes. The core of its strategy revolves around the multi-faceted Heroes platform, which debuted earlier this year with its deployment by the Rabo Direct Pro12 Rugby competition.

"We have evolved our strategy based on the dynamics reshaping how consumers and organisations use social media across mobile and web channels. As such, we need to re-tool our operations to align with our long-term strategic vision. This restructuring will allow us to do that by reducing non-strategic costs and resources, and focusing intently on growth opportunities," said Harvey Parker – Chairman. "Our initial success with the Heroes platform reconfirms our confidence in this long-term strategic direction, and we are committed to investing strategically to develop that business further."

About Jumbuck

Jumbuck Entertainment, Ltd. (ASX:JMB) is a global provider of premium social media applications for mobile. A pioneer in establishing communities, and social networking products, Jumbuck, in partnership with their global carrier partners, wrote the ground rules for the earliest mobile community chat products, incorporating business quality guidelines for safe chat and content moderation. These assets, and the accumulated experience in building, hosting and managing safe, moderated social media networks for over 100 global mobile carriers over the last 10+ years, makes Jumbuck well positioned to tackle today's emerging challenges in managing

social media. Jumbuck has now brought those assets and that expertise to develop and bring to market its HEROES platform and service solution.

Jumbuck listed on the Australian Stock Exchange (JMB). Visit www.jumbuck.com for more information.

For further information
Angelo Tsagarakis
Company Secretary
+ 61 3 9620 3839
corporate@jumbuck.com